

**CLAIMS**

What is claimed is:

1. A method for creating a referral network of physicians comprising the acts of:  
registering at least one physician;  
5 generating a patient referral document from said registered physician, said  
document including a promotion for said referral network; and  
sending said referral document to a second physician.
- 10 2. The method of Claim 1 wherein said promotion induces said second physician to  
register with said referral network.
3. The method of Claim 1 wherein said patient referral document comprises a patient  
referral letter and a cover.
- 15 4. The method of Claim 3 wherein said cover carries said promotion.
5. The method of Claim 3 wherein said patient referral letter comprises patient  
medical information, patient contact information, and physician contact information.
- 20 6. The method of Claim 3 wherein said patient referral letter is in response to a prior  
referral, said prior referral letter sent to said second physician by said registered physician.
7. The method of Claim 1 further comprising providing a computer system, said  
computer system comprising a server hosting a web site for said referral network.
- 25 8. The method of Claim 7 wherein said promotion includes the URL of said web  
site.
9. The method of Claim 7 wherein said computer system further comprises a data  
30 storage system storing a database of patient contact information, a database of physician contact  
information, and a database of patient medical records

10. The method of Claim 9 wherein said physicians who are registered with said referral network can access said data storage system on said computer system.

5 11. The method of Claim 1 wherein the act of generating a patient referral document comprises:

selecting particular patient contact information from a database of patient contact information;

selecting particular physician contact information from a database of physician contact information;

10 selecting particular patient medical information from a database of patient medical records;

selecting a letter template;

inserting said patient contact information, physician contact information, and patient medical information into said letter template to form a patient referral letter; and

15 generating a cover including said promotion

20 12. The method of Claim 1 wherein said referral document is generated by a person associated with said registered physician and wherein said referral letter is sent by said registered physician.

25 13. The method of Claim 1 wherein said at least one physician pays a fee to register.

30 14. A system for creating a referral network of physicians, said system comprising: a server computer;

a data storage system associated with said server computer, said data storage system storing a database of physician contact information, a database of patient contact information, and a database of patient medical records;

a computer program executed by said server computer, said computer program comprising instructions for providing physician accounts on said server computer, said computer program further comprising instructions for;

selecting patient contact information from said database of patient contact information;

selecting physician contact information from said database of physician contact information;

selecting patient medical information from said database of patient medical records;

selecting a referral letter template;

inserting said patient contact information, physician contact information, and patient medical information into said referral letter template to form a referral letter;

generating a cover including a promotion for said referral network; and

sending said referral letter and cover to a second physician.

15. The system of Claim 14 wherein said referral letter and cover are sent via facsimile.

16. The system of Claim 15 wherein said promotion induces said second physician to join said referral network.

17. The system of Claim 15 wherein said promotion induces said second physician to register with said referral network via said server computer.

18. The system of Claim 14 further comprising:

a second computer communicating with said server computer through a global-area network; and

a second data storage system associated with said second computer, said second data storage system storing a second database of patient contact information and a second database of patient medical records;

wherein said computer program further comprises instructions for;

selecting patient contact information from said second database of patient contact information and transmitting said selected patient contact information from said second computer to said data storage system associated with said server computer; and

selecting patient medical information from said second database of patient medical information and transmitting said selected patient medical information

from said clinic computer to said data storage system associated with said server computer.

19. The system of Claim 18 wherein a computer program executed by said second  
5 computer generates said second database of patient medical information and said second  
database of patient contact information.

20. A computer generated file comprising:  
a patient referral document from a first physician to a second physician; and  
10 an associated cover document for said patient referral document and including a  
promotional announcement to join a physician referral network;  
wherein said patient referral document is a merged document including a template  
and patient specific data.

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